

ALUMNI TODAY

New President, Bruce McIff, Stokes Fires of Alumni Association

AIDING the health and development of BYU is no small task—just ask the Alumni Association. The job takes on a new excitement as E. Bruce McIff, a physician, assumes responsibilities as the new president of the Alumni Board for the 1992–93 academic year. Enthusiasm is what the doctor orders.

McIff begins most of his days at the Department of Radiology at Utah Valley Regional Medical Center. Since he graduated from BYU in 1964 and finished medical school at the University of Utah, he has not only kept pace but has been a leader in the medical profession. McIff taught for 13 years as a full clinical professor in the Department of Radiology at the University of Utah Medical Center, during which time he was named Utah Physician of the Year. A past president of the Utah State Medical Association, he is currently president of the Utah Valley Radiology Associates, Inc., at UVRMC.

While rearing seven children with his wife, Emma Lou, McIff has also contributed his time to the LDS Church. He has served as a campus bishop for five years and is currently stake president of the BYU Twelfth Stake.

Busy though he is, McIff approaches his position as president of the BYU Alumni Association with the enthusiasm he expects from the other alumni. As he directs the affairs of the



E. Bruce McIff

Association he will have a strong effect on the attitudes and responses of alumni. When asked why he took on this added responsibility, McIff replies, "My four great loves are my family, my practice, the Church, and BYU. I love the university and am committed to its principles."

McIff sees the Alumni Association as "an incredible, untapped resource to be called upon to build this great university." He points out that a good portion of every BYU student's tuition is a grant, paid for by the Church and donations.

But as the Church and its financial demands grow worldwide, a smaller percentage of its funds go to secular interests. So private donations must increasingly bear the responsibility.

The concept of replenishment is the key to tapping alumni resources, one that should be instilled in students "even before they come to BYU," says McIff. They must recognize that the funds that make their education possible need to be replaced and understand the position they will hold as graduates in perpetuating education at BYU. "The well must be replenished," confirms McIff.

In the Alumni Board he sees "an exciting group of people," intent on promoting the continuation of educational opportunity and the concern for funding tuition, a concern which continues as students become alumni. Students are taught early the importance of replacing the cost of a BYU education through replenishment scholarships and such programs as Student Pledge.

McIff recognizes an avenue for university growth in the regional councils of the Alumni Association. The Association is "going to tremendously expand involvement with BYU by increasing the number of councils and by touching more lives—not only graduates but friends of the university as well." □